The Struggle is Real: A Multi-Generational Conversation about Working Together

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Affiliation or Financial Disclosure

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  • Nothing to Disclose
• Jeremy West
  • Territory Manager- Ignite Foodservice
• James Lesley
  • Nothing to Disclose

What Our Internal Selves would like to disclose:
• Baby Boomer “I hope these two don’t embarrass me”
• Gen X: “Why did I agree to this? OK, just like we practiced it”
• Millennial “I wonder if my session will go viral”
Learning Objectives

• Discuss Generational Perimeters
• Quirks and Strengths
• Provide attendees with tips for
  • Communication
  • Recognition
  • Goal setting
  • Advancement
Baby Boomers 1946-1964

baby boomer (Noun)
Definition of *baby boomer*

• : a person born during a period of time in which there is a marked rise in a population's birthrate
• : a person born during a *baby boom*
• *especially* : a person born in the U.S. following the end of World War II (usually considered to be in the years from 1946 to 1964)

According to Merriam-Webster
Gen X Late 1960’s-1970’s

Generation X (Noun)

Definition of Generation X

• the generation of people born in the 1960s and 1970s

• “Gen X managed to stretch adolescence beyond all previous limits: Its members started becoming adults earlier and finished becoming adults later.” — Jean M. Twenge

According to Merriam-Webster
Millennial 1980’s-1990’s

Millennial (Noun)
Definition of *millennial* (Entry 2 of 2)

• : a person born in the 1980s or 1990s —usually plural

According to Merriam-Webster
### U.S. Population by Generation (2015)

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth Years</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z</td>
<td>&lt; 18</td>
<td>69M</td>
</tr>
<tr>
<td>Millennials</td>
<td>18-34</td>
<td>75.4M</td>
</tr>
<tr>
<td>Generation X</td>
<td>35-50</td>
<td>65.8M</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>51-69</td>
<td>74.9M</td>
</tr>
<tr>
<td>Silent Generation</td>
<td>70-90</td>
<td>29.8M</td>
</tr>
<tr>
<td>Greatest Generation</td>
<td>91+</td>
<td>1.9M</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, Pew Research Center
Activity- What Comes to Mind….

What Comes to Mind when you think of:
• Baby Boomers
• Gen Xers
• Millennials

Text in your response to:
## Baby Boomers

<table>
<thead>
<tr>
<th>Quirks</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven by Security</td>
<td>Work Ethic</td>
</tr>
<tr>
<td>Likes Tradition</td>
<td>Loyalty</td>
</tr>
<tr>
<td>Thrives with Structure/Titles</td>
<td>Goal Oriented</td>
</tr>
<tr>
<td>Like Labels for People</td>
<td>Historical Knowledge</td>
</tr>
<tr>
<td>Seniority over Skill</td>
<td>Good Capacity</td>
</tr>
<tr>
<td>Live to Work</td>
<td>Good at Planning</td>
</tr>
<tr>
<td>Thrifty</td>
<td></td>
</tr>
</tbody>
</table>
# Gen X

<table>
<thead>
<tr>
<th>Quirks</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven by Time off</td>
<td>Adaptability</td>
</tr>
<tr>
<td>Likes New Traditions</td>
<td>Good Capacity</td>
</tr>
<tr>
<td>Thrives with Freedom from organizational structures (Semi-Loyal)</td>
<td>Inventive</td>
</tr>
<tr>
<td>Likes to be “Different”</td>
<td>Independent</td>
</tr>
<tr>
<td>The Original Geeks</td>
<td>Goal-oriented</td>
</tr>
<tr>
<td>Work to Live</td>
<td></td>
</tr>
</tbody>
</table>
## Millennial

<table>
<thead>
<tr>
<th>Quirks</th>
<th>Strengths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driven by Work/Live Balance</td>
<td>Versatile</td>
</tr>
<tr>
<td>Disregards Tradition or Prefers to go back</td>
<td>Adventurous</td>
</tr>
<tr>
<td>to the Baby Boomer Traditions</td>
<td></td>
</tr>
<tr>
<td>Loves a good cause and the story behind the</td>
<td>Accepting of Others</td>
</tr>
<tr>
<td>matter</td>
<td></td>
</tr>
<tr>
<td>Impatient with Success</td>
<td>Educated</td>
</tr>
<tr>
<td>Little High Maintenance</td>
<td>Tech Savvy</td>
</tr>
<tr>
<td>Want things on-demand</td>
<td>Industrious</td>
</tr>
</tbody>
</table>
Recognition Baby Boomers

• Boomers are very hard workers and Work-centric. They created the duel income and latchkey kids.
  • Value recognition, perks and promotions.
  • Recognize their efforts to make a difference in the workplace and community and make it in a public platform.
  • Show me the money.
Recognition – Gen X

• Credited for bringing work-life balance. Like to work independently with minimal supervision.
  • Value opportunities to grow and make choices.
  • Value having relationships with mentors.
  • Flexible schedules, telecommuting, and recognition.
Recognition Millennials

• Tech-savvy generation. Content selling their skills to the highest bidder.
  • Place a high value on the work culture.
  • Seek opportunities for skills training, mentoring and feedback.
  • Desire a collaborative work environment, with flexible schedules, time off, and the latest technology to work with.
Goal Setting: Millennials

Get specific

Start broad, then refine

Use to make a plan
Goal Setting: Gen X

• Stay focused: Reflect
  • Reflection process helps connect the dots: past + present + future
Goal Setting: Baby Boomers

• Embrace and Manage Change
  • Bureau of Labor Statistics: 50.4% of a sample aged 18-48 surveyed in 2012 had 11+ jobs in their lifetime.
  • Career wandering ≠ disloyalty
    • While Boomers tend to stay in one job, younger generations move around frequently. This doesn’t necessarily mean your employees aren’t loyal to you.
• Find ways to understand younger generation’s goals
  • One on one meetings
  • Establish SMART goals to determine the path
  • Determine how your employees add value or see professional growth
Advancement Slides Here- Jeremy/Beth
They’re Here:
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Thank You!